



Integrated Marketing & Communications - Marketing & Public Relations - Social Media
& Podcasts - Video/Audio Production & Broadcast - Web & Content Development

You Have a Story to Tell. We'll Tell It.

Contract Number: GS-07F-0475Y & GS-07F-0476Y

AIMS 541 – Advertising and Integrated Marketing Solutions



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: 7FCB-H2-070541-B, Advertising & Integrated Marketing Solutions (AIMS)

Contract Numbers: GS-07F-0475Y and GS-07F-0476Y

CONTRACT PERIOD: July 15, 2012 through July 14, 2017

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR:

Mort Crim Communications, Inc
20300 W Mile Road, STE 202
Southfield, MI 48076-5408
Phone number: (248) 358-4700
Website: www.mccicorp.com

CONTRACTOR'S ADMINISTRATION SOURCE:

Terrence Oprea, President & CEO
20300 W Mile Road, STE 202
Southfield, MI 48076-5408
Phone number: (248) 358-4700 x 215
E-Mail: toprea@mccicorp.com

Chris Heaton, CFO
Phone number (248) 358-4700 x 223
E-Mail: cheaton@mccicorp.com

BUSINESS SIZE: Small Business



CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

CONTRACT	SIN	DESCRIPTION
GS-07F-0476Y	541-2	Public Relations Services
GS-07F-0476Y	541-4B	Video/Film Production Services
GS-07F-0476Y	541-1000	Other Direct Costs
GS-07F-0475Y	541-3	Web Based Marketing Services
GS-07F-0475Y	541-2000	Other Direct Costs

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

SIN	DESCRIPTION	PRICE
All SIN'S	Administrative Aid	\$33.50/HR

1c. HOURLY RATES:

See Commercial Price List

2. MAXIMUM ORDER*: \$1,000,000 per SIN

**If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.*

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. POINT(S) OF PRODUCTION: Southfield, MI 48076-5408

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S): +1%>\$100,000 or +2%>\$500,000

8. PROMPT PAYMENT TERMS: +2% 20 Days Net 30 Days

9.a Government Purchase Cards are accepted at or below the micro-purchase threshold.

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9.b Government Purchase Cards are not accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery; however, this must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Mort Crim Communications, Inc
20300 W Mile Road, STE 202
Southfield, MI 48076-5408

13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS:

Mort Crim Communications, Inc
20300 W Mile Road, STE 202
Southfield, MI 48076-5408

15. WARRANTY PROVISION: Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING CHARGES: Not applicable

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: (any thresholds above or below the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): Not applicable



19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): Not applicable

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): Not applicable

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): Not applicable

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): Not applicable

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): Not applicable

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): Not applicable

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): Not applicable

24.b. SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOW WHERE FULL DETAILS CAN BE FOUND. THE EIT STANDARDS CAN BE FOUND AT WWW.SECTION508.GOV: Contact Contract Administrator for more information

25. DUNS NUMBER: 808414403

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR) DATABASE:

Currently Active as Mort Crim Communications, Inc. dba Media Creative Communications



GSA LABOR PRICING

SIN	Service	Unit	Price Offered to GSA (Including IFF)
541-2	Managing Consultant	Hour	\$272.04
541-2	Executive Consultant	Hour	\$149.87
541-2	Senior Consultant	Hour	\$128.97
541-2	Consultant	Hour	\$89.85
541-2	Social Media Manager	Hour	\$128.97
541-2	Social Media Content Developer	Hour	\$89.85
541-2	Staff Assistant/Researcher	Hour	\$64.99
541-3	Web Programmer	Hour	\$97.53
541-3	Web Content Update Technician	Hour	\$93.80
541-3	PowerPoint Designer/Programmer	Hour	\$97.53
541-3	Senior Graphic Designer	Hour	\$109.57
541-3	Graphic Designer	Hour	\$93.80
541-4B	Video editing, with editor	hour (minimum 1 hour)	\$122.52
541-4B	Executive Producer	Day (10 hours portal to portal)	\$670.03
541-4B	Senior Producer	Day (10 hours portal to portal)	\$574.31
541-4B	Producer	Day (10 hours portal to portal)	\$478.59
541-4B	Production Assistant/Associate Producer	Day (10 hours portal to portal)	\$335.01
541-4B	Voice-over Record (Excluding Talent)	per hour	\$71.79
541-4B	Project Manager/Client Operations	Hour	\$93.80
541-4B	Administrative Aid	Hour	\$33.50
541-4B	Senior Writer	Hour	\$128.97
541-4B	Writer/Content Developer	Hour	\$93.80



ODC TABLE

SIN	Service	Unit	Price Offered to GSA (Including IFF)
541 1000, 541 2000	Videography Day package (DV or HD) (Metro Detroit)	Day (10 hours portal to portal)	\$957.18
541 1000, 541 2000	Videography HALF Day package (DV or HD) (Metro Detroit)	half-day (5 hours portal to portal)	\$574.31
541 1000, 541 2000	Videography Tape Stock (DV)	Each	\$14.36
541 1000, 541 2000	TelePrompter with Operator	Half Day	\$497.73
541 1000, 541 2000	Closed Captioning	Half Day	\$497.73
541 1000, 541 2000	Studio Rental for Shoot Day - Michigan	Day	\$906.80
541 1000, 541 2000	Studio Rental Prep Day - Michigan	Day	\$654.91
541 1000, 541 2000	Studio Lighting Package - Michigan	Day	\$503.78
541 1000, 541 2000	Studio Carpenter - Michigan	Day	\$453.40



GSA LABOR CATEGORY DESCRIPTIONS

- **Managing Consultant**

Contributes to the overall performance of the firm by managing current client strategies and programs, generating new business and supervising the growth of its staff. Primary responsibilities include developing senior client relationships, implementing overall communications programs for clients, and managing profitability and financial aspects of accounts.

Education: Bachelor of Science

Experience: 20+ years communications/marketing experience

- **Executive Consultant**

Oversees the planning and execution of client programs to meet business objectives. The Public Relations Specialist III contributes to expanding existing business and setting the tone for how each account is managed. Primary responsibilities include leading new business presentations and cultivating staff members.

Education: Bachelor of Science

Experience: 15+ years communications/marketing experience

- **Senior Consultant**

Participates in the day-to-day activities of the account team and projects. Working under little supervision, this senior consultant supervises the work of mid-level colleagues. Through hands-on project management, the consultant ensures business growth, identifies problems and opportunities and recommends courses of action to be taken. Primary responsibilities include arranging all aspects of major events for clients, handling special media inquiries and reviewing materials prepared by team members.

Education: Bachelor of Science

Experience: 10+ years communications/marketing experience

- **Consultant**

Assists the client in researching and analyzing issues. By helping execute the client's business plan, the consultant solidifies the team's client relationship and provides the second level of project execution for the agency. Primary responsibilities include handling standard media inquiries, researching the client's industry, proactively developing relationships with external audiences and organizing events for the client.

Education: Bachelor of Science

Experience: 5 to 10 years communications/marketing experience



- **Social Media Manager**

Oversees the planning and development of client social media strategies including weblogs, Facebook, LinkedIn, Twitter and other new outlets as they emerge into the marketplace. Manages the direction of content development and participates in direct writing/content posting as necessary.

Education: Bachelor of Science

Experience: 5 to 10+ years communications/marketing experience

- **Social Media Content Developer**

Works directly for the social media manager as well as other communications staff members in order to generate copy and multimedia for social media outlets. May attend client based events in order to interact with client's customers/employees etc in order to conduct interviews for articles, take photos and camera phone/Flip camera style videos. Edits existing copy.

Education: Associates of Arts

Experience: Entry level to 5 years communications/marketing experience

- **Staff Assistant/Researcher**

Assists the consultants and clients in researching and analyzing issues. This person works under the direct supervision and direction of the Senior Consultant or Social Media manager by performing specified tasks. Primary responsibilities include research for stories and contacts, writing, and organizing events for the client.

Education: Associates of Arts

Experience: Entry level to 5 years communications/marketing experience

- **Executive producer**

Provides overall guidance and direction for the video or broadcast program. Significantly involved in original concept and creative framework. Sells to client and as applicable, broadcasters.

Education: Bachelor of Science

Experience: 20+ years video/broadcast experience

- **Senior producer**

Directs, establishes, maintains and plans the overall video production policies and goals for a product development department. Drives the product release strategy, interacts with sales, development, and product marketing to define these requirements, and directs interaction with creative personnel, crew, operators and necessary vendors on product development. In general, oversees and directs entire video production from concept to completion including scriptwriting. Relies on experience, creative abilities and judgment to plan and accomplish goals.

Education: Bachelor of Science

Experience: 10+ years video/broadcast experience



- **Producer**

Directs a video production with the assistance of a senior video producer. Responsible for creative input, interaction with crew and other vendors on product development. Works with the client and senior producer to determine content goals and direction.

Education: Bachelor of Science

Experience: 5+ years video/broadcast experience

- **Video Editor**

Understands a variety of formats (HD and SD) and digitizes all video footage from camera to editing technology. Edits video footage into the desired final product as envisioned by the producer and videographer while adding own individual expertise. Also develops base video graphics.

Education: Bachelor of Science

Experience: 5+ years video/broadcast experience

- **Project manager/client operations coordinator**

In conjunction with lead client service executive and client, develops and manages the production process including development of timelines and charts, contracting for subcontracted services, scheduling applicable personnel and ensuring delivery of completed product in the agreed time frame.

Education: Bachelor of Science

Experience: 3+ years management experience

- **Production assistant**

Performs tasks related to video, audio and other projects at the direction of the producer/senior producer. Performs a variety of tasks in assisting or supplementing the producer, videographer or editor

Education: Bachelor of Science

Experience: Entry level to 5 years experience

- **Administrative aide**

Performs in office administrative activities related to the production including transcription of interviews, scheduling of activities, coordination of paperwork and filing, faxing, e-mails and other communication needs, etc. Reports to the project manager or producer on the project.

Education: Associates of Arts

Experience: Clerical skills



- **Senior writer**

Works directly with the client or Senior Producer, with little or no supervision. Experienced at both creative and technical writing and can develop full video, audio, broadcast television or radio scripts from basic ideas.

Education: Bachelor of Science

Experience: 10+ years communications experience

- **Writer**

Works directly for the Senior Producer/Producer/Project Manager. Generates copy with outlines prepared by others. Limited direct client contact. Edits existing copy.

Education: Associates of Arts

Experience: 2 to 10 years communications experience

- **Web (ASP, PHP, Flash, Wordpress, Joomla, Drupal) programmer**

Designs and develops highly interactive web applications using a variety of database driven application scripting, using a content management system, ColdFusion, Active Server Page (ASP), XML and others. Troubleshoots, debugs and implements software code. Has knowledge of standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a project leader or manager. A certain degree of creativity and latitude is required.

Education: Bachelor of Science

Experience: 5+ years programming experience

- **Web Content Update Technician**

Is a staff writer who working under direct supervision of the project manager and the client, and makes content updates to existing web sites.

Education: Bachelor of Science

Experience: 2 to 5 years experience

- **PowerPoint Designer/Programmer**

Is a multimedia person who working under direct supervision of the project manager and the client, creates and designs PowerPoint presentations.

Education: Bachelor of Science

Experience: 2 to 5 years experience



- **Senior Graphic Designer**

Oversees the overall concept, focus and direction of the graphic design/art work and includes planning and execution of client programs to meet business objectives. The Graphic designer-senior designer contributes to expanding existing business, winning new business and setting the tone for how each account is managed. Primary responsibilities include leading new business presentations and cultivating staff members.

Education: Bachelor of Science

Experience: 10+ years design experience

- **Graphic Designer**

Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Some creativity is required. Typically reports to a manager.

Education: Associates of Arts

Experience: 2 to 10 years experience



Mort Crim Communications, Inc. dba Media Creative Communications (MCCI) was established in 1993 as a small business with the intent of providing a variety of communications and video services to private enterprise, government and not-for-profit clients. MCCI delivers a full range of communications services (video, marketing, social/web media & public/media relations) to a broad range of clients and industries.

We specialize in development and implementation of communication strategies with expertise covering virtually all media forms and formats: video, multimedia design and authoring, web design and development, print and electronic newsletters, editorial services, graphic design, training, event staging, and television and radio programming. We are a small business organization with 25 experienced full-time staff members and contractors able to provide service across a wide range of industries. From concept through completion, we deliver high-quality products that ensure audiences, viewers and readers not only see and/or hear your messages – they retain them. Our clients include corporate and private entities, government entities and charitable/non-profit organizations.

MCCI is outcome oriented. We believe that marketing must be focused on the outcomes the client needs. We have a clear continuing project management process with our clients involving continual communication, and total accountability, ensuring very high quality outcomes.

MCCI is an integrity-based firm representing value and honesty in all things. We believe in that standard, and work hard to reflect that in all we do. We can guarantee that we will be fully transparent in our business practices, as well as our advice and direction.

WWW.MCCICORP.COM